

Abstract

- Title:** Market segmentation and product suggestion for travel agency
- Objectives:** The main objective of this thesis is to develop market segmentation for a product of travel agency. The product is an offer of a trip to selected matches of major European leagues in football. The sub-objective is to suggest specific form of this offer.
- Methods:** The consumer market was segmented and form of product was suggested on the basis of marketing research conducted by questionnaire method.
- Results:** Marketing research uncovered four segments, which I chose three target segments from. I named these segments „Football fanatics“, „Football enthusiasts“ and „Sports enthusiasts“ and I evaluated them as the most attractive markets with the greatest potential, which travel agency should focus its marketing activities on. Thereafter I adjusted the form of the offer to these segments. The offer should concentrate on English, Spanish and German top leagues and its top teams.
- Key words:** Segmentation, market, product, service, marketing mix, tourism, consumer